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Amendments to the Claims:

These claims will replace all prior versions, and listings, of claims in the application:

1. (currently amended) A communications system, comprising:

a ~~first~~ transmitter beacon device for transmitting a plurality of ~~an~~ alert ~~signal~~ signals to a mobile wireless ~~device~~ receivers within range of the beacon, each the alert signal being provided for prompting an alert message at the mobile wireless device of the transmitter beacon; and

a receiver in the mobile wireless device receiver which that stores interpretation data, such that the mobile wireless device generates the alert message based on the interpretation data in response to receiving the alert signal transmitted from the transmitter beacon device, being used when an associated alert signal is received, thereby to generate the associated alert message at the mobile wireless device; and

a second transmitter beacon device adapted to receive identification information of the wireless receiver that is transferred from the first beacon device; and to transmit to the wireless device.

2. (currently amended) A ~~The~~ communications system ~~as claimed in~~ according to claim 1, wherein the interpretation data comprises sound or image files.

3. (currently amended) A ~~The~~ communications system ~~as claimed in~~ according to claim 1, comprising:

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a first group comprised of a plurality of the first transmitter beacon devices for wirelessly broadcasting data, ~~the wireless receiver being for receiving data from the beacon devices of the first group~~, wherein at least one of the first transmitter beacon devices of the first group is arranged to provide the interpretation data to the mobile wireless receiver device to enable the ~~wireless receiver~~ to interpret the signals from the transmitter beacon devices of the first group.

4. (Currently Amended) A ~~The~~ communications system ~~as claimed in~~ according to claim 3, further comprising a second group comprised of ~~the second~~ a plurality of transmitter beacon devices for wirelessly broadcasting data, wherein the ~~one mobile~~ mobile wireless receiver device is adapted to receive data from the first and second ~~beacon devices~~ groups and wherein at least one of the ~~second transmitter~~ beacon devices of the second group is arranged to provide the interpretation data to the mobile wireless receiver device to enable ~~the wireless receiver~~ to interpret the signals from the transmitter beacon devices of the second group ~~of the second devices~~.

5. (Currently Amended) A ~~The~~ communications system ~~as claimed in~~ according to claim 3, wherein the at least one of the ~~first transmitter~~ beacon devices of the first group of the ~~first beacon devices are~~ is arranged to receive the data relating to the an identity of the mobile wireless device ~~receiver during the provision of the interpretation data~~.

6. (Currently Amended) A ~~The~~ communications system ~~as claimed in~~ according to claim 5, wherein at least one of the transmitter beacon device of the first a plurality of the beacon devices of the group ~~of the first beacon devices~~ comprises means for passing the identification

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~~information of the identity of the mobile wireless receiver device~~ to the other transmitter beacon devices of the first group.

7. (Currently Amended) ~~A The~~ communications system ~~as claimed in~~ according to claim 5, wherein the identity identification information of the mobile wireless receiver device comprises ~~the identity and/or profile information concerning the wireless receiver~~.

8. (Currently Amended) ~~A The~~ communications system ~~as claimed in~~ according to claim 5, wherein the other transmitter beacon devices of the first group of the first beacon devices each comprise ~~filtering means~~ a filter to filter ~~potential the alert messages in dependence based on the data relating to the identity of the mobile wireless device receiver~~.

9. (currently amended) ~~A The~~ communications system ~~as claimed in~~ according to claim 1, wherein the interpretation data comprises content ~~which can be displayed for display during a connection procedure~~.

10. (currently amended) ~~A The~~ communications system ~~as claimed in~~ according to claim 1, wherein each of the transmitter beacon device is for broadcasting devices broadcasts data using the Bluetooth protocol.

Claims 11 - 18. (canceled)

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19. (new) A method for communicating between a mobile device and a beacon device, comprising:

providing interpretation data to the mobile device;

transmitting an alert signal to the mobile device, the alert signal being provided for prompting an alert message at a mobile device; and

generating the alert message based on the interpretation data in response to receiving the alert signal transmitted from the beacon device.

20. (new) The method according to claim 19, wherein the interpretation data comprises sound or image files.

21. (new) The method according to claim 19, further comprising a first group comprised of a plurality of beacon devices for wirelessly broadcasting data, wherein at least one of the beacon devices of the first group is arranged to provide the interpretation data to the mobile device to enable to interpret the signals from the beacon devices of the first group.

22. (new) The method according to claim 21, further comprising a second group comprised of the beacon devices for wirelessly broadcasting data, wherein the mobile device is adapted to receive data from the first and second groups and wherein at least one of the beacon devices of the second group is arranged to provide the interpretation data to the mobile device to enable to interpret the signals from the beacon devices of the second group.

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23. (new) The method according to claim 21, wherein the at least one of the beacon devices of the first group is arranged to receive an identity of the mobile device.

24. (new) The method according to claim 23, wherein at least one of the beacon device of the first group comprises means for passing the identity of the mobile device to the other beacon devices of the first group.

25. (new) The method according to claim 23, wherein the identity of the mobile device comprises profile information.

26. (new) The method according to claim 23, wherein the other beacon devices of the first group comprise a filter to filter the alert messages based on the identity of the mobile device.

27. (new) The method according to claim 19, wherein the interpretation data comprises content for display during a connection procedure.

28. (new) The method according to claim 19, wherein the beacon device broadcasts using the Bluetooth protocol.